

***WHY SHOULD WE BE  
INVOLVED IN KGA ?***

***PIERRE KIENER - SENIOR FELLOW FOR SYNTHETIC ELASTOMER***

***QUEL SENS DONNER À NOTRE PARTICIPATION A KGA ?***



# MICHELIN IS A WORLD COMPANY

**132 000**  
personnes

Une présence  
dans  
**175 PAYS**

**121**  
sites de  
production

**7 400**  
centres de  
distribution

**28,59 MDS €**  
chiffre d'affaires

**3,4**  
**MDS €**  
résultat  
opérationnel

**2 MDS €**  
résultat net

**698 M€**  
investis  
en R&D

**243**  
brevets déposés

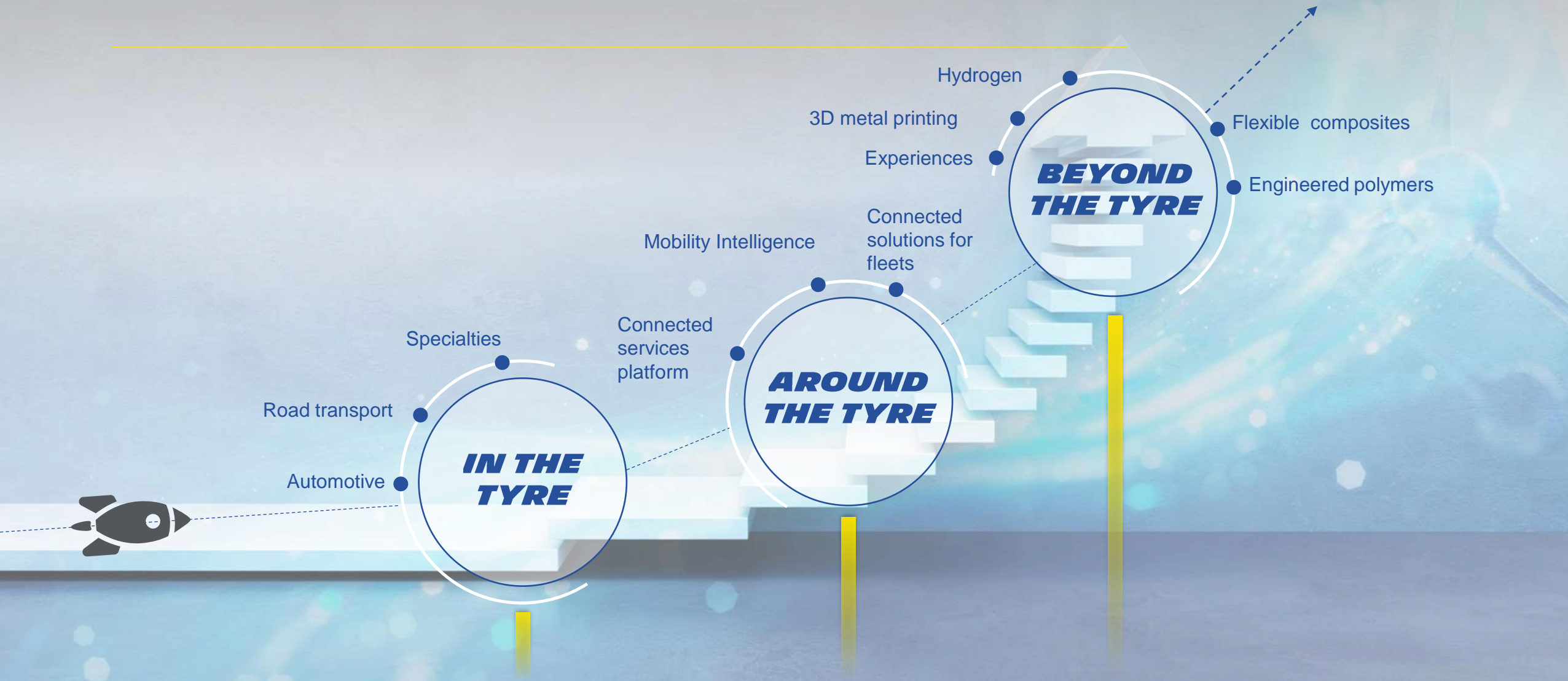
# ***MICHELIN IS AN INTEGRATED COMPANY***

## ***WITH A WIDE RANGE OF BUSINESSES***

- ***FROM UPSTREAM R&D TO OPERATIONS***
- ***FROM THE DESIGN OF CHEMICALS & MATERIALS TO THE PRODUCTION AND MARKETING OF ASSEMBLED OBJECTS, WORLDWIDE***

***... WITH AN ACTIVE DESIRE TO CARRY OUT A DIGITAL TRANSFORMATION TO MAKE END-TO-END PROCESSES MORE EFFICIENT***

# THREE DOMAINS OF ACTIVITY



# ***WE ARE PROMOTING OPEN INNOVATION***

***NETWORKS***  
scientific & professional

***ACADEMIC  
NETWORK***

***CONSORTIUMS***

***SCOUTING***

***INDUSTRIAL***

# **6 LEVERS OF TRANSFORMATION TO SUPPORT OUR 2030 STRATEGY**



# ***DIGITAL TRANSFORMATION***



## ***AN OPPORTUNITY***

Because everyone in the company is so concerned by the subject

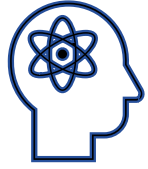
The expectations are real  
The openness is there



## ***A RISK FOR AN EMERGING TECHNOLOGY***

Because the players involved are using the technologies they know or understand best ... to achieve their objectives at the right time.

# WHERE DO ONTOLOGIES AND SEMANTICS FIT INTO ALL THIS ?



**SUPPORTED BY SOME EXPERTS**

Technically enabling access to data is a first step → *the organization is working on it*

But use of data with the **same recognized business meaning** is the second one → *These "visionaries" are convinced that this is where FAIR data and ontologies are absolutely useful.*



**BUT A CHALLENGE**

**How do you get the organization on the move to recognize the interest and potential of these approaches?**

.. even if there are already some precursors

**GDSO**

STANDARDIZE. SHARE. SIMPLIFY.

Global Data Service Organization for tyres and automotive components.



# ***HOW TO INTRODUCE AND PERSUADE ?***

***A VAST SUBJECT TO TACKLE WITH A GREAT DEAL OF HUMILITY AND REALISM***

***4 LEVERS TO ACTIVATE FROM INSIDE :***

- **Demonstrate the value** of the approach on a restricted business perimeter
- **Gradually raise the awareness of key players** (individual or ecosystem) to create curiosity and then interest
- Raising **awareness of what is common and what is specific**
- **Train and setting up the methodical tools** that will give confidence

***THE PARTICIPATION IN KGA WILL TAKE ON ITS FULL MEANING AT LEAST FOR THE LAST 3 LEVERS***

# WHY WILL THAT WORK ?



## THE NEED IS THERE

- The **expectations** about the “man-machine” dialogue are **obvious among users**
- The issues addressed by ontologies (multiple point of view, ambiguity,, ...) are numerous.
  - The benefit should “just” need to be understood especially **by future users**
  - The activation barrier must not be too high, for IT and users
- It is also obvious that we can't work on common issues alone



## THE COMMUNITY IS THERE

The Ontocommons ecosystem is very rich and instructive : it is “the good place where to learn, exchange, test and improve”

# ***IT WILL WORK IF...***

## ***KGA CAN BE PROMOTED AS A 'DISSEMINATION ACCELERATOR'***

It means :

- **illustrate the benefits** of rigorous semantic approaches
- responds in some way to the **need for schools and pedagogy**
- **disseminates good practice** and makes it accessible
- continues to create a **collective dynamic based on common ground**
- encourages **learned societies to get involved** in describing their profession
- still represents **excellence in the field**

***AND ALL THE BEST TO KGA***

